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ABSTRACT

This collection of abstracts is part of a continuing series providing information on recent doctoral dissertations. The 15 titles deal with the following topics: the rhetorical dimensions of nondiscursive, fragmentary communication; perceptions of persuasion situations and the question of transituational consistency of behavior; alcohol use and communication congruence among alcoholic and nonalcoholic married couples; the use by elementary school principals of persuasive communication techniques; a reconceptualization of rhetoric in a general systems framework; the rhetoric of the 1974 United States senatorial campaign in North Dakota; the sources of argument and strategies used in briefs presented to the Supreme Court in selected antitrust cases; the role of rhetoric in the political resurrection of Richard M. Nixon from 1963 to 1968; patterns of information processing in two self-analytic groups; self-concept and interpersonal response in the classroom; the rhetoric of contemporary feminist manifestos; communicative behavior of female and male interviewers and interviewees; the communication practice and theory of Gandhi and Mao Tse-Tung; the rhetorical theory of Karl Wallace; and approaches to the study of communication processes. (GW)

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Speech Communication and Communication Processes:

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A JUSTIFICATION FOR THE CONCEPT OF "THE ACTIVE AUDIENCE," WITH SOME IMPLICATIONS FOR RHETORICAL THEORY Order No. 7813383

BRUMMETT, Barry Scott, Ph.D. University of Minnesota, 1978. 230pp.

Within the last two or three decades, a number of rhetorical scholars have become aware of public communication that is unlike many traditional forms of communication and seems to occur with increasing frequency and importance. These scholars are concerned with non-discursive or fragmentary or informal communication that is often mixed with force or violence. Traditional rhetorics do not account happily for communication of that sort. Armed with few or no theoretical perspectives that might explain these cases of "borderline" rhetoric, some scholars argue that much contemporary communication is not rhetorical at all. Motivated by a desire not to ignore the rhetorical dimension of much human activity, this dissertation will argue for a theoretical perspective designed to reveal what is rhetorical about such "borderline" activity. The problem confronted in the thesis is to identify the rhetorical dimensions of much non-discursive or fragmentary or informal communication and to suggest a theoretical perspective that reveals those rhetorical dimensions.

The theoretical perspective developed in this dissertation is one way to view some contemporary rhetoric, and that perspective is called participatory. The participatory perspective is contrasted with one perspective that is representative of more traditional ideas, and that perspective is called instrumental. There are several important differences between these perspectives, but the key difference is that under the instrumental perspective audiences are viewed as passive and speakers control rhetorical interactions whereas under the participatory perspective audiences are viewed as active and in control of rhetoric. The dissertation argues that viewing "borderline" rhetoric from the participatory perspective of assuming audiences to be active will reveal rhetorical dimensions in contemporary human affairs.

To compare the participatory and instrumental perspectives, this dissertation first explains the different epistemological assumptions held by each perspective: if audiences are active, knowledge will be created and shared in a very different way than if audiences are passive. The dissertation then explains the ontological implications of viewing audiences as active: if audiences are active, the character and definition of the traditional elements of rhetoric (rhetor, message, situation, and audience) is very different from the ontological status of those elements when audiences are passive. The dissertation next argues for a critical perspective that rhetorical scholars might use if they wish to detect and appreciate active audiences. The perspective of the active audience is also applied to three important issues in contemporary rhetorical criticism: intention, message-centered criticism, and genre. Finally, the dissertation offers an illustrative rhetorical criticism designed to reveal the rhetoric of an active audience in the events leading to the execution of convicted murderer Gary Gilmore.

THE DIMENSIONS OF PERSUASION SITUATIONS: IMPLICATIONS FOR COMMUNICATION RESEARCH AND ASSESSMENTS OF TAXONOMY CONSTRUCTING METHODOLOGIES Order No. 7815108

CODY, Michael John, Ph.D. Michigan State University, 1978. 301pp.

The focus of the present study was to investigate the perceptions of persuasion situations and the question of transsituational consistency of behavior. Four empirical approaches to the question of transituational consistency of behavior were identified and critiqued: (a) the predictive utility of trait measures; (b) the "sources of variance" paradigm; (c) the moderator variable approach; and, (d) the behavior observation approach. It was argued that prediction of behavior will be enhanced only under circumstances where prior knowledge of how individuals perceive the behavioral requirements of situations are obtained. Thus, research concerning taxonomies of situations was provided and an exploratory study was conducted in order to identify the major characteristics of the perceptions of persuasion situations. A study was conducted in order to provide a taxonomy of situations.

Several methodological questions concerning procedures used in deriving taxonomies were identified: (1) questions pertaining to similarities between factor analysis and multidimensional scaling; (2) similarities among various multidimensional scaling techniques; and (3) similarities between cluster analysis and multidimensional scaling. In order to provide assessments of the generality of dimensions, comparisons were made between factor analysis and multidimensional scaling solutions and between multidimensional scaling solutions and cluster analysis solutions.

Another set of methodological questions was addressed: differences in scale usage and the replication of factors. Pretest data was used in order to construct a population of situations from which random samples of situations were drawn. Three sets of situations were randomly sampled and three sets of respondents were provided with a paired-comparison questionnaire with an interval scale for rating dissimilarity. A fourth group of respondents received one of the sets of situations with a ratio scale. Thus, a comparison of the rating scale was made. All respondents rating situations in their respective sample on 23 attributes.

The factor analysis solution provided six factors: formal vs. informal, superficial vs. intimate, influencibility, I benefit vs. I do not benefit, easy to persuade vs. difficult, and rights vs. favors. The multidimensional scaling solutions for each set of data indicated that four dimensional solutions were sufficient to account for major portions of the respective variances. The KYST and GALILEO solutions were similar, but the INDSCAL solutions failed to correspond to the other configurations. Several assumptions of the INDSCAL model were not supported.

Three dimensions were replicated across the KYST solutions: intense feelings, superficial vs. intimate and easy to persuade vs. difficult. Other dimensions obtained in the multidimensional scaling analyses included: subordinate vs. social affiliation, importance of goal, benefits, and familiarity. Only minor differences were obtained in the interpretation of the solutions for the interval and ratio scaled data. The cluster analysis solutions were found to be compatible with the KYST interpretations. A number of divergent points of view in the perceptions of situations were obtained that could not be attributed to a sex difference.

A discussion of the outcomes of jointly employing factor analytic and multidimensional scaling techniques was provided. A discussion of the limitations of employing the INDSCAL model was also provided. Several avenues for future research were discussed.

ALCOHOL USE AND COMMUNICATION CONGRUENCE IN ALCOHOLIC AND NONALCOHOLIC MARRIAGES

Order No. 7816784

CVITKOVIC, Joseph Francis, Ph.D. University of Pittsburgh, 1978. 180pp.

This study analyzed the effects of drinking on communication congruence, evaluative communication and amount of communication of alcoholic and nonalcoholic couples. It was predicted that alcoholic couples would be less congruent than nonalcoholic couples as indicated by cross channel inconsistencies, but alcoholic couples would increase communication congruence when drinking alcohol. Further, alcoholic couples were expected to communicate more negatively with one another than nonalcoholic couples, and to become more negative when drinking alcohol. Finally, alcoholic husbands were predicted to communicate less than their wives when not drinking but equal their wives in number of messages drinking, whereas both nonalcoholic spouses were expected to speak more when drinking than when not drinking.

Sixteen couples similar in age, length of marriage, number of children, and socioeconomic status served as the subjects for this study. Two groups were formed based on the screening of the husbands for alcoholism utilizing the Michigan Alcoholism Screening Test, the Quantity Frequency Index, and the Alcohol Impairment Index. One group contained eight couples with an alcoholic husband and the other group of eight couples did not have an alcoholic husband.

All sixteen couples were videotaped during two 15 minute discussion sessions with alcoholic beverages served during one of these sessions and soft drinks served during the other. The order of presentation of the drinking session was randomly assigned. For each of these discussion sessions, the total number of messages and the number of relationship relevant messages were counted. Five relationship relevant messages of each spouse during each session were selected and the resulting 320 messages were edited and randomly dubbed onto a master videotape. These statements were then rated on a seven-point scale of approval-disapproval by four groups of judges (n=3) for the three communication channels of verbal content, nonverbal facial, and audio channels and for the global message. Communication congruence was determined by calculating absolute difference scores between the mean rating for each pair of channels: content – nonverbal, content – audio, and nonverbal – audio.

An analysis of variance was conducted on each of the three channels contrasts, the global message ratings, and the frequency counts. The results of these analyses showed that the alcoholic group was not less congruent than the nonalcoholic group, and drinking alcohol failed to influence the level of congruence for either group. However, the alcoholic group was found to be more negative in communication than the nonalcoholic group. Further, although spouses in the alcoholic group did not reveal any difference in the total message frequency for either drinking or nondrinking sessions, total message frequency for this group was greater in the drinking session than in the nondrinking session.

Several ex post facto analyses were conducted in respect to congruence and message frequency. For congruence, an analysis of directional difference scores highlighted significant differences between spouses for direction of channel inconsistencies, such that wives tended to soften negative message content with positive nonverbal facial expression more than husbands. An analysis of extreme negative messages only, showed that husbands are less discrepant when drinking than when not drinking, whereas wives are more discrepant when drinking than when not drinking. When proportions of relationship relevant messages to total number of messages for each spouse were calculated, the analysis of variance indicated that compared to husbands, wives had a higher percentage of relationship relevant messages, and drinking significantly decreases the proportion of relationship relevant messages for all spouses. Further, alcoholics showed the lowest proportion of relationship relevant messages, whereas, their wives showed the highest proportion of relationship relevant messages of all spouses.

The results of this study suggest that further research efforts related to alcoholism and family communication should include a larger and more representative sample of alcoholics including women, obtain a wider range of affective messages with a larger sampling of positive-approving statements, and more specifically assess such factors as message sequence, expectation effects, and the effects of varying levels of alcohol consumption on communication.

PERSUASIVE COMMUNICATIONS: A STUDY OF THE THEORY AND PRACTICE OF THE ROLE OF THE ELEMENTARY SCHOOL PRINCIPAL

Order No. 7812306

DICKIE, Laurence, Ed.D. Western Michigan University, 1978. 140pp.

The purpose of the study was to develop, from extant literature, a theoretical model outlining the use by school principals of persuasive techniques in communication. It was anticipated that school principals could make use of such a model to help formulate school policies based on persuasion and communication, to evaluate the scope and dynamism of current persuasive practices and/or to determine the adequacy of their own influence in marshalling school and community resources for the improvement of student performance.

The second stage of the study was designed to obtain information about elementary school principals' awareness of, preparation in and accomplishment with persuasive communications. Information derived from the principals' actual experiences was compared with the theoretical model. Minor adjustments to the model were suggested to improve the congruence between the postulated theory and principals' practices.

The review of the communication and persuasion literature suggested that the study of persuasive communications could be focussed on three major components: (1) the sender's persuasive techniques, (2) the medium by which the message is transmitted, (3) the distinctive needs, interests and expectations of the audience. A three-dimensional model comprising these aspects of persuasive communications was formulated to encompass specific practices of elementary school principals.

A questionnaire was developed and pilot tested to gain information about the three variables of the persuasive communications model and the communications roles of principals. The questionnaire was mailed to a random sample of 300 elementary school principals in Michigan public schools. A usable response of 90 percent was obtained. Descriptive statistics, content analysis for the open-ended question, and nonparametric statistics were used to analyze the data.

It was found that the "audience" and "media" components of the persuasive communications model were closely related to the experiences of principals. However, principals found it difficult to relate to the third dimension, "persuasion factors," due to a lack of training in the theory and practice of persuasion. For example, only 20 percent of principals had had any formal training in persuasion.

Principals exhibited a strong interest in and concern about their ability to communicate effectively. For example, 96 percent of principals considered themselves responsible for the schools' communications and 94 percent considered that their ability to communicate effectively was a critical factor in the success of the school. Of the 270 respondents, 90 percent requested additional information on how to make their communications more effective.

The theory and practice of persuasive communications appears to be a subject which needs addressing by pre-service and in-service educators.

A RECONCEPTUALIZATION OF RHETORIC IN A GENERAL SYSTEMS FRAMEWORK Order No. 7817026

DREXELIUS, Joan Flanigen, Ph.D. State University of New York at Buffalo, 1978. 222pp.

This dissertation is a reconceptualization of rhetoric using General System Philosophy and the terms of General System Theory as conceptual categories. The principles of systems are used to develop principles of rhetoric. The conceptualization of reality as an ordered hierarchy of interrelated systems of various levels leads to the development of a definition of man as a particular type of system, a cognitive system that is constituted by its mind events. A review of several approaches to symbol formation, those of Ernst Cassirer, Susanne Langer, and Heinz Werner and Bernard Kaplan are examined and these insights are integrated to develop an understanding of man as a symbol system whose mind events that constitute his identity are meaning relations that we call symbols. The basic assumptions that result from this examination which are applicable to rhetoric are: Symbol systems are meaning-directed and the organization of these meanings is the basis for a system's activity. Symbol systems regulate and control meanings within themselves and with other symbol systems with symbolic vehicles from many media. Symbol systems survive and adapt through the two processes of energy and information metabolism. Through these processes they stabilize and create themselves. Rhetoric is defined as transactions within, between or among symbol systems in which symbolic vehicles in many media are organized and ordered in an attempt to regulate and control information in a system's environment to generate a meaning for a system thereby inducing system activity. This definition leads to the following terms for rhetoric: transaction, symbol system, symbol, symbolic vehicle, medium, discourse, environment, meaning. Organizational variables of symbol systems are suggested as the major consideration in rhetorical transactions. Different kinds of symbolic inducement are related to the different ways in which meanings can be created, modified, combined and transformed. The advantages of this approach to rhetoric are: it conceptualizes rhetoric in terms of symbolic inducement; it integrates multiple perspectives on rhetoric; it develops a common set of terms; and allows for the development of research through the development of testable hypotheses.

A RHETORICAL ANALYSIS OF THE 1974 U.S. SENATE CAMPAIGN IN NORTH DAKOTA Order No. 7816031

HANSON, Colan Theodore, Ph.D. Wayne State University, 1978. 367pp. Adviser: James S. Measell

The purpose of this dissertation was to examine the rhetoric of political speakers in order to ascertain what rhetorical strategies are available to the politician who argues the issues of integrity and competence. This study included an analysis of the rhetoric of both the incumbent and the challenger in the 1974 U.S. Senate campaign in North Dakota. The controlling methodological tool in this rhetorical study was Bitzer's paradigm of the rhetorical situation. Primary resource material included newspaper accounts of the campaign, speeches of the candidates, political advertisements, personal papers of the candidates, and public opinion polls.

Observations regarding the political campaign as a rhetorical situation were posited. The exigence of a political campaign in the United States was held to be bound in an inextricable manner to the structure of the political system. The kind of discourse called forth in an election was in part influenced by the candidates seeking office--the presence of an incumbent suggested a need for a discussion of the possible benefits of sustaining things as they currently exist. Also suggested by this study was the notion that similarities and differences exist among the perceptions of the voter regarding the national and local political scenarios. A strong correlation existed between the perceptions of the nation's voters and those of North Dakota voters regarding the issues confronting the nation and the degree of satisfaction expressed regarding the performance of the incumbent political powers. Voter dissatisfaction with the national political scenario, however, was not necessarily indicative of voter dissatisfaction with the local political scenario--North Dakotans were far more positive in their appraisal of the local political scenario and local politicians. Voter attitude surveys revealed that North Dakota voters had preconceived notions regarding the qualities desired in a U.S. Senator. North Dakotans sought a U.S. Senator who possessed the qualities of honesty and an ability to get the job done. Likewise suggested by this study was the observation that beyond the key constraints of exigence and audience attitudes, another key constraint in the political campaign was the candidate. Each candidate's character, past reputation, image, and past experiences served to constrain his rhetoric and the rhetoric of his opponent. The key issue of the 1974 U.S. Senate campaign in North Dakota was an assessment of each man's fitness to serve as a United States Senator.

The following rhetorical strategies were identified as available to the candidate who argues the issue of integrity: dissociation--the candidates sought to disassociate themselves from negative aspects in the political scenario by exhibiting an aloofness from or the antithesis of Watergate politics; discredit--each candidate sought to protect the legitimacy of his image as a man of integrity by discrediting the substance and/or the source of the challenge to his integrity; and avoidance--the candidates sought to sustain their own respective images of integrity by avoiding the initiation of direct attacks on his opponent's integrity.

The following rhetorical strategies were identified as available to the candidate who argues the issue of competency: emphasis--each candidate attempted to sustain an image of competence by focusing the voters' attention on personal qualities which accentuated his own competence (the worth of seniority, the relativity of age, and knowledge of the issues); discredit--each candidate attempted to protect the legitimacy of his image of competence by discrediting the substance and/or the source of the challenge to his competence; and avoidance--the candidates sought to protect the legitimacy of their own respective images of competence by avoiding the initiation of direct attacks on his opponent's competency.

AN ANALYSIS OF THE SOURCES OF ARGUMENT AND STRATEGIES USED IN BRIEFS PRESENTED TO THE SUPREME COURT IN SELECTED ANTITRUST CASES: 1967-1977 Order No. 7816043

JONES, Mary C., Ph.D. Wayne State University, 1978. 218pp.

Previous studies in legal communication have focused on juries, trials, and attorneys. This study focused upon the written arguments in the briefs of the attorneys. Specifically, the purpose of this study was to discover the sources of argument and strategies used in the written arguments of selected antitrust cases heard by the United States Supreme Court in the period 1967-1977.

Such a study was justified in that it would provide a contribution to the growing body of research in the area of legal argumentation; it would provide information useful for the training of students in the legal field; and it would help to bridge the gap between the fields of law and communication.

For the purposes of this study, the term sources of argument was defined as the materials from which the writer draws his arguments--the places to which the writer goes to find arguments. Strategy was defined as the broad patterns of argument which the advocate has chosen to establish his case.

The methodology used in the study involved four steps. First, the basic principles of antitrust law were discussed. Second, the legal literature on brief writing was reviewed in order to identify any sources of argument and strategies recommended by the authors of texts and journal articles. The third step involved the actual identification of the sources of argument and strategies used in the briefs themselves. Finally, conclusions were presented concerning (1) interesting uses of the sources of argument and strategies; (2) the extent to which the actual uses of sources of argument and strategies correspond to the prescriptions given in the legal literature; and (3) the extent to which the uses of sources of argument and strategies correspond with communications research in the areas of primacy-regency, one-sided versus two-sided presentations, and fear appeals.

Fifteen sources of argument were discovered in the written arguments: application of statute, intent of the lawmakers, application of precedent, distinguishing of precedent, confrontation with precedent, changing conditions, appeal to justice and equity, use of dissenting opinion, use of consent orders, existing regulatory power, use of experts, court rules, the Constitution, facts of record, and famous quotations. Five strategies were identified: strategy of structure, strategy of avoiding the red herring, strategy of anticipation, strategy of fairness, and strategy of fear arousal. There was not much relationship between the actual sources of argument used and the suggestions from the legal literature. There was a closer relationship between the strategies used and the strategies suggested by the legal authors. The use of strategies also tended to conform with the relevant communications research.

THE ROLE OF RHETORIC IN THE POLITICAL RESURRECTION OF RICHARD M. NIXON: 1963–1968

Order No. 7813554

KLEINAU, Marvin Dale, Ph.D. Southern Illinois University at Carbondale, 1978. 573pp. Major Professor: Keith Sanders

This study investigates and describes the role of rhetoric in the political resurrection of Richard M. Nixon in the period following his defeat in California in November 1962, through the presidential election on November 5, 1968.

This study employs as its primary source of information the speeches delivered by Nixon from 1963 through the 1968 election and the writings of first hand observers of the political comeback of the former Vice President. The observers were in many cases the actual writers of the Nixon speeches, as well as the political reporters closely associated with the "Nixon watch" from the early 1960's to the 1968 election.

The study was organized to focus on the role of rhetoric in four stages of the Nixon resurrection: 1) Nixon's re-entry into local party activities between 1963 and 1966; 2) Nixon's return to national politics via mid-term campaigning in 1966 and leader of the "loyal opposition" in 1967; 3) Nixon's battle for the primary win and convention nomination in the spring and summer of 1968; and 4) the fall presidential campaign from September 3 to November 5, 1968.

In each of the four periods of the Nixon political resurrection, rhetoric appears to have played a major role. Few readers have forgotten the Nixon pronouncement. ". . . you won't have Nixon to kick around anymore, . . ." in November 1962, but few remember that less than six months later he was back on the speaking circuit making important statements on foreign policy.

By 1966 Nixon had become a major campaigner for Republican Congressional hopefuls, thus establishing even more fully his loyalty to the party as well as his commitment to major political activity. The onesided loss by Goldwater in 1964 and the huge success of Nixon-backed candidates in the midterm election, once again brought the former Vice President's name to the very front of national Republican activities; a role Nixon did not reject.

As the leader of the loyal opposition, the press and the electronic media once again focused on the Nixon rhetoric as he daily chipped away at the Johnson Administration's handling of the war in Vietnam and law and order at home. By mid-1967, Nixon had assembled a staff which not only included speechwriters but political professionals experienced at running campaigns for the nation's highest office, and for all practical purposes, Nixon was in the race for the Republican nomination.

Nixon faced two serious problems in early 1968. First, he had to prove to the American people that the qualities many disliked in the old Nixon were gone; second, he had to prove to Republicans and himself, that he could win again. Both came easily and apparently both resulted from the special handling of the Nixon rhetoric. With the advice of media experts, a campaign strategy was devised that relied heavily on the use of short television clips of Nixon answering questions relating to current issues. Not only did this strategy place Nixon and his opinions into every home with a television set, it also kept Nixon out of the reach of the newspaper reporters, his acknowledged adversary. The result was a dynamic, polished and stable rhetoric at a time when Nixon's opponents were taking turns jumping in and out of the primary, or, in the case of Romney, making costly rhetorical blunders.

By the time the Republican Convention rolled around in August, 1968, Nixon had the nomination won, and his only problem was holding the Southern Republican in line for the battle with Wallace in the fall. Again, the Nixon rhetoric was key to that task as his public utterances to the Southern delegations proved successful.

The Nixon battle in the fall election was as much a struggle to keep votes already won as it was to gain new converts. To accomplish that task Nixon held fast to a prepared and almost totally inflexible "stump" speech; spent over $14,000,000 on visual statements reflecting the pain of the war in Vietnam and the war against evil in America; late in the campaign, went to radio as a final hope of holding the "new" Nixon image of leadership and confidence he had worked so hard to achieve in the primaries. In the end his speechwriters thought Nixon had done a better job speaking out on the issues than any candidate before or since. In the end it was just enough to defeat Hubert Humphrey by less than one percent of the total vote cast.

A S ..CHASTIC EXAMINATION OF COMMUNICATION DEVELOPMENT IN SELF-ANALYTIC GROUPS
Order No. 7812219

LENK, Dorothy W., Ph.D. Temple University, 1978. 144pp.

The purpose of this research was to examine patterns of information processing over time in two self-analytic groups. A general systems conceptual model and Markov chain analytical/statistical model were used.

The communication in two, 25 member groups which met for 32, 50 minute sessions was categorized by means of the Systems Information Processing Analysis (SIPA) category system. Messages were coded on four dimensions of information processing: (1) Source of Information, (2) Time Orientation, (3) Evolution of Information, and (4) Reduction of Equivocality. The sequence of coded messages was then measured for fit with a first order Markov chain model. The results indicated that the communication data from the two groups were first order (maximally predicted by knowledge of only the immediately preceding message); the groups were nonhomogeneous (they were not from the same population); stereotypy (predictability of patterns) was low to moderately high across the four dimensions; patterns in the Evolution of Information dimension were stationary or stable over time. Patterns in the three other SIPA dimensions were nonstationary (time dependent) for both groups.

Differences between the information processing patterns of the groups prevented the formulation of a general "theory of development." However, commonalities between the groups' developmental patterns led to the following conclusions: development over time was not necessarily linear, or to a more advanced state; rather, changes were cyclical. The groups attempted to maintain balance between intimacy and flight. Both groups showed evidence of changes near the end of the life cycle, indicating a possible termination stage.

SELF-CONCEPT AND INTERPERSONAL RESPONSE IN THE CLASSROOM: AN EXPLORATORY STUDY*
Order No. 7813080

LETH, Pamela Cooper, Ph.D. Purdue University, 1977. 154pp. Major Professor: Gustav Friedrich

This investigation studied confirmation and rejection of self-concept as a public communicator as related to motivation to achieve, achievement, changes in self-concept, evaluation of the instructor, and student-teacher relationships.

The first portion of the research considered the research question: Do students perceive confirmation and rejection of their self-concept as a public communicator independently of levels of self-concept, student sex, and teacher sex? Analysis of variance revealed that students with a high self-concept viewed significantly more confirmation than did medium level students, but no significant difference was found between highs and lows or mediums and lows. In addition, female instructors were seen as more confirming than male instructors. Males and females did perceive confirmation and rejection independently of their sex.

The second portion of this study examined confirmation and rejection of self-concept as a public communicator and motivation to achieve, achievement, changes in self-concept, evaluation of the instructor, and student-teacher relationship. Subjects were divided into high, medium, and low self-concept as a public communicator based on their score on the Hochel Index of Self-Concept as a Communicator. Using a median split, subjects were also divided according to whether they perceived confirmation or rejection. Scores for each dependent variable were collected at two points in time and a 2 x 2 analysis of variance was computed for each of the 15 hypotheses tested.

Four of the fifteen tested hypotheses were supported. Two were in the predicted direction, and one was significant, but in the direction opposite to that predicted.

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*This research was supported in part, by – David Ross Research Grant X8567–56–13665, August 1975 to August 1977.

CONCILIATION AND CONFRONTATION IN FEMINIST RHETORIC: AN ANALYSIS OF CONTEMPORARY FEMINIST MANIFESTOS
Order No. 7813438

MUDD, Steven Eugene, Ph.D. University of Minnesota, 1978. 253pp.

The primary purpose of this paper is to describe, interpret, and evaluate a particular sample of modern feminist rhetoric. Secondary consideration is given to relating the analysis more generally to the current feminist movement, and discussion of several implications for rhetorical criticism and theory.

The specific material to be analyzed consists of eight feminist manifestos written between 1968 and 1970. That time period was chosen because it represents an important stage in the rhetorical development of feminism, characterized by a growing number of feminist groups and increased rhetorical activity on their part.[1] The rhetoric exhibits a greater diversity of positions and interests than is apparent later in the movement, with less agreement on key issues. Manifestos were chosen because they are themselves an ambiguous rhetorical form, participating in the conservative tradition of settling disputes through discussion in the public forum, but also implying a more radical attitude of challenge, of issuing demands rather than seeking compromise.

The underlying theme of this analysis is the presence of two contrasting tendencies in feminist rhetoric, which can be labeled "conciliation" and "confrontation." To some extent, feminism seeks to share in the establishment's values, suggesting a somewhat conservative point of view,[2] and yet, feminism also embodies an inherent rejection of certain traditional values, suggesting a more radical perspective.[3] This study consistently focuses on how those contrasting tendencies are expressed and how they are reconciled in the feminist manifestos.

The method of criticism used in this study is based on Edwin Black's concept of the "second persona," or implied auditor of the rhetoric. By examining various features of the manifestos, we can determine what sort of person would be most suitable as an audience for the rhetoric. We can then use that implied auditor as a basis for evaluating the rhetoric itself.[4]

It is argued that three sets of characteristics of these manifestos are particularly appropriate for revealing the second persona, and its conciliatory and confrontative tendencies. Those characteristics can be broadly labeled "style," "substance," and "ideology." Style includes the propriety and impropriety of the language used and the god terms and devil terms employed. Substance involves how blame is assigned for women's oppression and what sorts of responses the mani-

festos advocate. Ideology is discussed in terms of five different elements: positive and negative tendencies, relative emphasis on problems versus solutions, focus on the past, present, or future, whether or not a sense of urgency is present, and explicit statements of conciliatory or confrontative attitudes toward the establishment.

Based on the stylistic, substantive, and ideological features listed above, this study describes the second persona embodied in the manifestos. Further, two approaches to evaluating that persona are presented. First, the second persona is evaluated in terms of its general qualities--on whether or not it constitutes an acceptable rhetorical model for us to follow. Second, the second persona is evaluated in terms of its internal consistency.

Finally, some of the possibilities and limitations of the method of criticism used in this study are discussed, as are several implications for the theory of protest rhetoric in general.

Footnotes

1. Marie J. Rosenwasser, "Rhetoric and the Progress of the Women's Liberation Movement," Today's Speech, 20 (Summer, 1972), 45–56. 2. Robert L. Scott, "The Conservative Voice in Radical Rhetoric: A Common Response to Division," Speech Monographs, 40 (1973), 123–135. 3. Karlyn Kohrs Campbell, "The Rhetoric of Women's Liberation: An Oxymoron," The Quarterly Journal of Speech, 59 (1973), 74–86. 4. Edwin Black, "The Second Persona," The Quarterly Journal of Speech, 56 (1970), 109–119.

COMMUNICATIVE BEHAVIOR OF FEMALE AND MALE INTERVIEWERS AND APPLICANTS: AN EMPIRICAL STUDY OF OBSERVED VARIATIONS AND RESPONDENTS' ASSESSMENTS Order No. 7808422

SHAW, Marcia, Ph.D. The Pennsylvania State University, 1977. 152pp.

The purpose of this investigation was to establish empirically the extent to which female and male interviewers and applicants make different linguistic and interaction pattern choices. In addition, the study characterizes the differential reactions to female and male talk provided by others. Alleged differences in female-male talk are reviewed. There seems ample evidence that female and male voices can be identified and are characterized by listeners. There is little systematic study of female-male differences in interaction topic or content. Reported differences in linguistic features are not consistent. Interaction pattern differences have been related to interaction control. There is relatively little research on responses to dialogue which has actually been generated by females and males in dyads.

Transcripts of video-tapes of 20 pairs of students enacting the roles of "interviewer" and "applicant" were transcribed and prepared for analysis via computer programs. Frequencies were computed for 12 linguistic and interaction pattern indexes on each interview. Factor analysis produced an "interviewer control" factor. Analysis of variance revealed differences between interviewers and applicants on four individual indexes and the "interviewer control" factor. No significant differences were found between women and men on any index except in interaction with other variables.

Eighty-eight subjects responded to transcripts of the interviews by rating interviewers and applicants on 15 bipolar adjective scales and indicating their perception of the speaker's sex. Factor analysis indicated an "evaluation" factor and an "activity" factor. Analysis of variance was performed on each factor and all of the individual scales.

Analysis of variance of the "evaluation" factor produced no significant differences among controlled variables. However, on all of the scales associated with this factor speakers in same-sex dyads were rated more favorably. Three of the five scales produced more favorable ratings for male interviewers than for female interviewers. Analysis of variance of the "activity" factor and the scales associated with it revealed significant differences between all of the controlled variables for either interviewers or applicants. Women respondents contribute more to discriminating ratings than do men, and there are complex interactions involving all of the controlled variables. In general, speakers in same-sex dyads and male speakers receive more favorable ratings.

Even though this analysis of interview talk did not produce evidence of linguistic indexes which are useful in discriminating between women and men, impressions of interviewers and applicants provided by respondents were often contingent on (1) the sex of the respondent, (2) the dyad composition, and (3) the sex of the speaker. Although the basis of the discrimination is unclear, both female and male respondents discriminate between interviewers and applicants in same and mixed-sex dyads when the gender of the speaker is unidentified. Future research could profitably explore other possible linguistic or interaction cues to speaker gender. It would also be useful to examine the impact of differences between interlocutors other than gender.

GANDHI AND MAO AS COMMUNICATORS: A COMPARATIVE STUDY OF PRACTICE AND THEORY Order No. 7816359

SINGH, Kusum Jitendra, Ph.D. University of Pennsylvania, 1978. 269pp. Supervisor: Prof. George Gerbner

This study is a comparative analysis of the communication practice and theory of Mohandas Karamchand Gandhi and Mao Tse Tung during the period in which they were the major leaders of the national liberation movements in India and China. In broadest terms, the problem dealt with is how they succeeded in communicating with hundreds of millions of illiterate peasants without the use of such modern means of communication as radio and television. If they had not solved the problem of communication, they would have been would-be leaders with very few followers and their movements would have been doomed to failure.

The major method is that of content analysis in the context of the broader patterns of historical change in the countries involved. The first step, therefore, is a panoramic summary of the socio-economic and political situations in India and China during the period between World Wars I and II, the growth of the Indian and Chinese movements for independence from foreign control, and the detailed phases of national struggle during the critical war-time years of 1942 through 1944. The next step is a detailed content analysis of the major themes in almost all the recorded messages of Gandhi and Mao in the 1942–44 period. The quantitative analysis shows that, despite many differences with respect to other themes, the various themes relating to leadership style received the greatest amount of attention from both. The qualitative analysis shows that, despite important differences, both Gandhi and Mao discussed leadership in terms that dealt not only specifically with channels of communication but also with goal values as alternatives to the perceived conditions of crisis, two broader themes that helped establish a sense of communality and understanding between the leaders and the led. The next step pulls together the communication theories of both Mao and Gandhi, a presentation based not only on the content analysis for the 1942–44 period but also on explicit statements over a longer period and tacit premises which are inferred from more general statements. It is suggested that the operational doctrines of both Gandhi and Mao have important implications for communication theory and that the more specific communication of each is a version of what, in Mao's terminology, has been called "the mass line."

Finally, conclusions are reached concerning the multimodal, multi-directional communication behavior of both Gandhi and Mao and their emphasis on the necessity that the communicator identify himself with the needs and even the life-styles of the recipients. These conclusions, it is suggested, have possible implications for future research on the vital connection between communication and development and particularly on the possibility of non-charismatic leadership in so-called "developing" countries.

THE RHETORICAL THEORY OF KARL WALLACE
Order No. 7815645

YARBROUGH, James Earl, Ph.D. The Louisiana State University and Agricultural and Mechanical College, 1978. 199pp. Supervisor: Professor Waldo W. Braden

This study analyzes Karl Wallace's philosophy of rhetoric, traces its sources, notes changes in his theory, and assesses his contribution. For more than forty years, Wallace served the field of speech as a teacher, scholar, editor, educational administrator, and leader in professional speech associations. He was a specialist in the rhetorical theory of Francis Bacon, producing numerous works on Bacon, including Francis Bacon on Rhetoric and Communication and Francis Bacon on the Nature of Man. His broader scholarly interests included an attempt to establish philosophical foundations for the field of speech; this interest is most fully developed in his book, Understanding Discourse, and his two journal articles, "An Ethical Basis of Communication" and "The Substance of Rhetoric: Good Reasons." Wallace was also an eminent textbook writer, co-authoring Fundamentals of Public Speaking with Donald C. Bryant, which is now in its fifth edition. He also edited A History of Speech Education in America.

This investigation focuses on Wallace as a rhetorical and educational theorist. It analyzes his concept of practical discourse with its implications for a system of topics, for a theory of attention and interest, for ethics, for a modern view of rhetorical behavior, and for the place of popular discourse in modern education. On each of these subjects, this study compares Wallace's views with those of other significant theorists.

In many of his publications, Wallace resists modern trends that, he felt, represent a fragmented and incomplete view of communication and of education. In order to unify and to define the uniqueness of speech and its place in modern education, he applies a broad, classical view of popular discourse as "the art and act of oral communication," which he first encountered in the Cornell University speech department's humane tradition in classical rhetoric. Wallace consistently maintained an Aristotelian concept of rhetoric as an art of practical, popular discourse, an art of social adaptation that is interdisciplinary and audience-centered. In addition, Wallace applies Aristotle's view of popular discourse as a unified act entailing four causes. Furthermore, he argues for an Isocratean concept of rhetoric as the core subject of learning, and he believes that the study of the content and ethics of practical discourse is essential to the full development of the public-minded democratic citizen. Hence, Wallace attempts to merge popular discourse with politics in order to emphasize rhetoric's responsibility to promote the social welfare by upholding the ideals of a free society.

This study shows that Wallace's rhetorical theory was influenced not only by Aristotle and by the Cornell University speech department, but also by Francis Bacon, modern ethicists, especially "good reasons" philosophers, and James A. Winans.

Wallace's chief contribution to contemporary rhetorical theory is his explanation of rhetoric's completeness, unity, and uniqueness through his concept of popular discourse as a product of three-elements--the rhetorical situation, the speaker, and "substance." He also clarifies the position of practical discourse in education through the rhetorical situation, rhetorical "substance," and the teacher of communication. Wallace has what appears to be a unified, complete, consistent, and practical philosophy. His unified view is probably unique to modern rhetorical theory.

ESSAYING METACOMMUNICATION: A SURVEY AND CONTEXTUALIZATION OF COMMUNICATION RESEARCH
Order No. 7813200

ZABOR, Margaret Ruth, Ph.D. Indiana University, 1978. 395pp. Directors: Dr. Warren D. Stevens, Dr. Ray L. Birdwhistell

Processes of communication, both verbal and nonverbal, are basic to processes of learning and teaching. Educational researchers have used a paradigm of communication studies here called the "psychological" approach almost to the exclusion of other approaches. A second paradigm for communication research, here called the "social" approach, may prove extremely useful for studies of group interactions in the classroom. In the first part of this study, the "psychological" and "social" approaches to the study of communicational processes are compared and contrasted in terms of theoretical assumptions and methodologies. Briefly stated, the "psychological" paradigm assumes that communication consists of the transmission of bits of information from one individual to another or from one individual to a homogeneous group. The "social" paradigm, on the other hand, assumes that communication is best described as a group-level phenomenon, a system of multi-level and multimodal information flow among members of a heterogeneous group bound by social relationships and norms of behavior.

One research study conducted within the "social" paradigm, documented in book and film form as The Natural History of an Interview, is described in detail in the second section of this study in terms of both theory and methodology. An interdisciplinary study which incorporated ideas from ethology, anthropology, linguistics, psychiatry, cybernetics, and other fields, the NHI is one of a very few unified studies of human communication in many modalities, with many levels of meaning, in a social context. The researchers successfully developed a means of studying patterns of human behavior which is of great potential use to workers in all of the human sciences.

The third part of my study presents my own attempt to master the methodology of the NHI, to understand the theoretical underpinnings of such research, and to show the importance of such research for educational studies. Sample linguistic and kinesic transcriptions, tracings of body part positions from film frames, and a narrative description of the interview are included.

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